

o'live
GIN BY DAY



o'live
GIN BY NIGHT





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A delicious story

How it all started

- We first got the idea for O'live GIN after seeing the **passion of olive farmers** in Provence.
- We found out that there was **no fully-distilled gin made with real olives** on the market.





The birth of our O'live Gin

- We founded O'live BVBA, a small and dynamic company with the following **goals**:
 - To be innovative and **to reinvent gin**.
 - To create a **premium gin made with real Mediterranean olives**, without additives or extracts.



What's in the bottle

Ingredients

- 4 botanicals, including **pitted and dehydrated olives** and juniper berries.
- **Corn alcohol**, which complements the olives' rich flavour beautifully.





Artisanal distillation process

- O'live GIN is an **artisanal fully-distilled** gin.
- Each botanical is **distilled separately**.
- These distinct distillates are then blended together with purified water to ensure a **well-balanced spirit**.



Artisanal distillation process

- A **slow distillation** maximizes the flavours.
- **No additives or extracts** are used during or after distillation.



Bottle and glass design

Bottle and glass design

- The **matt black** bottle with **gold foil lettering** clearly stands out.
- The **bottle neck and cap** resemble those of a typical olive oil bottle.
- The **stemless** glass is elegant and has the same **gold foil lettering** as the bottle.





Market positioning and sales strategy

A truly unique gin

- Most gins on the market today are **spicy, bitter, sweet or floral**.
- O'live GIN has a unique and accessible taste: **soft and fresh with a round finish**.
- O'live GIN is a **versatile gin**: you can drink it straight and in a cocktail, or use it in the kitchen.



A truly unique gin

- We positioned O'live GIN as a **premium gin** because of its unique taste and artisanal distillation process.
- O'live GIN's **key USPs** for dealers are its unique taste, versatility and premium status





Current state of affairs

Current state of affairs

- Since the launch of O'live GIN on the **3rd of April 2018** we have achieved great results:
 - O'live GIN has become a **bestseller among premium gins.**
 - O'live GIN was awarded a **gold medal** at the **Women's Wine & Spirits Awards** at the Royal Thames Yacht Club in Knightsbridge, London.



Current state of affairs

- Since the launch of O'live GIN on the **3rd of April 2018** we have achieved great results:
 - It is served in **Michelin Starred restaurants** and (summertime) bars, and sold in specialty liquor stores and delicatessens
 - O'live GIN is currently distributed throughout **France, the Netherlands, Switzerland, Greece and Germany.**





Marketing goals

1. To reinforce the **perceived uniqueness** of O'live GIN.
2. To increase the **online and offline presence** of O'live GIN.
3. To increase **brand awareness and popularity** on a national and international level.